

From: Carolina Cardona
Sent: Monday, August 02, 2010 6:25 PM
To: Carole Bird
Subject: PRIMER IMPACTO JULY 2010 FCC

=====PRIMER IMPACTO FCC REPORTS FOR JULY

=====TYLENOL RECALL EXPANDED (25 SEC)

JOHNSON AND JOHNSON IS EXPANDING A RECALL OF OVER-THE-COUNTER MEDICINES...INCLUDING TYLENOL, MOTRIN AND BENADRYL. TODAY, MCNEIL CONSUMER HEALTHCARE, A DIVISION OF JOHNSON AND JOHNSON, ANNOUNCED THE RECALL OF 21 LOTS OF THE DRUGS AS A FOLLOW-UP TO A JANUARY 15 RECALL FOLLOWING COMPLAINTS OF A "MUSTY OR MOLDY ODOR."

THE EXPANSION RECALL INCLUDES CERTAIN TYPES OF CHILDREN'S TYLENOL AS WELL AS ADULT-STRENGTH BENADRYL, MOTRIN I-B, TYLENOL EXTRA STRENGTH, TYLENOL DAY AND NIGHT AND TYLENOL PM.

=====7/15/2010 (19 SEC)

=====KELLOGGS RECALL

KELLOGG CO. SAID WEDNESDAY THAT HIGHER-THAN-NORMAL AMOUNTS OF CERTAIN CHEMICALS IN ITS PACKAGE LINERS CAUSED THE UNUSUAL SMELL AND FLAVOR THAT PROMPTED A RECALL OF 28 MILLION BOXES OF ITS CEREAL IN LATE JUNE. THE FOOD MAKER RECALLED APPLE JACKS, CORN POPS, FROOT LOOPS AND HONEY SMACKS AFTER ABOUT 20 PEOPLE COMPLAINED, INCLUDING FIVE WHO REPORTED NAUSEA AND VOMITING. CONSUMERS REPORTED THE CEREAL SMELLED OR TASTED WAXY AND OTHERS SAID THE TASTE OR SMELL WAS SIMILAR TO THAT OF METAL OR SOAP. OTHERS SIMPLY DESCRIBED IT AS STALE. THE COMPANY, BASED IN BATTLE CREEK, MICH., SAID IT HAS IDENTIFIED ELEVATED LEVELS OF CHEMICALS CALLED HYDROCARBONS AS THE SOURCE. THOSE CHEMICALS INCLUDE METHYL NAPHTHALENE.

=====7/16/2010 (18 SEC)

=====LETTUCE RECALL

NEARLY ONE AND A HALF MILLION PACKAGES OF FRESH EXPRESS BRAND ROMAINE LETTUCE HAVE BEEN RECALLED BECAUSE THEY MAY BE CONTAMINATED WITH E. COLI. THE SALAD PRODUCTS WERE DISTRIBUTED TO RETAILERS IN 19 STATES, INCLUDING CALIFORNIA, ARIZONA, NEVADA, OREGON AND WASHINGTON. THE RECALLED LETTUCE WAS SOLD UNDER THE FRESH EXPRESS LABEL AND PACKAGED IN SIZES RANGING FROM 7 OUNCES TO 32 OUNCES. THE AFFECTED PRODUCT LABELS ARE MARKED: "USE BY DATES OF JULY 8 - JULY 12.

=====JULY 19 2010 (22 SEC)

=====NEW GEL TREATMENT

A GEL MADE USING GILEAD SCIENCES INC'S HIV DRUG TENOFOVIR REDUCED HIV INFECTIONS IN WOMEN BY 39 PERCENT OVER TWO AND A HALF YEARS.

THE GEL REDUCED THE RISK A WOMAN WOULD GET GENITAL HERPES BY 51 PERCENT, A SURPRISE FINDING THAT ADDS FURTHER BENEFITS. AND IN RESULTS TO BE RELEASED AT THE INTERNATIONAL AIDS CONFERENCE IN VIENNA, SAID DR. SALIM ABDOOL AT AN UNIVERSITY IN DURBAN.

=====07/20/10

=====AP-UNIVISION POLL HISPANICS (2 MIN)

HISPANICS WORRY MORE THAN MOST AMERICANS ABOUT LOSING JOBS AND PAYING BILLS. BUT THEY PLACE A HIGH IMPORTANCE ON EDUCATION AND EXPECT THEIR CHILDREN TO GO TO COLLEGE -- EVEN IF MOST OF THEM DON'T EXPECT THE UNITED STATES TO ELECT A LATINO PRESIDENT IN THE NEXT 20 YEARS. AN ASSOCIATED PRESS-UNIVISION POLL OF MORE THAN 1,500 LATINOS

SHOWS THEM EAGER TO BLEND INTO AMERICAN SOCIETY WHILE STILL HOLDING ONTO THEIR CULTURAL IDENTITY. THEY ARE LIKEWISE TORN BETWEEN HOPES FOR TOMORROW AND DAILY DOSES OF FINANCIAL STRESS.

=====07/21/10

=====EPIDEMIA DE DENGUE (19 sec)

HEALTH OFFICIALS IN FLORIDA ARE INVESTIGATING A MOSQUITO-BORNE ILLNESS NOT SEEN HERE IN MORE THAN SEVENTY-YEARS... ABOUT 40 RESIDENTS HAVE COME DOWN WITH DENGUE FEVER... THE DISEASE HAS REACHED EPIDEMIC PROPORTIONS IN THE CARIBBEAN AND CENTRAL AMERICA... AND THE IDEA THAT IT'S HERE AND COULD SPREAD HAS FEDERAL HEALTH OFFICIALS VERY CONCERNED.

=====7/26/10

=====SPAIN-FIRST FULL FACE TRANSPLANT PATIENT IS PRESENTED (20 SEC)

A SPANISH MAN WHO UNDERWENT THE WORLD'S FIRST FULL FACE TRANSPLANT APPEARED BEFORE TV CAMERAS ON MONDAY FOR THE FIRST TIME SINCE HIS SURGERY, AND THANKED HIS DOCTORS AND THE FAMILY OF THE FACE DONOR. IDENTIFIED ONLY AS OSCAR, THE 31-YEAR-OLD SPOKE WITH CONSIDERABLE DIFFICULTY AT A NEWS CONFERENCE AT VALL D'HEBRON HOSPITAL IN BARCELONA, WHERE HE WAS OPERATED ON IN LATE MARCH. DURING THE 24-HOUR SURGERY, DOCTORS LIFTED THE DONOR'S ENTIRE FACE, INCLUDING JAW, NOSE, CHEEKBONES, MUSCLES, TEETH AND EYELIDS, AND PLACED IT MASK-LIKE ONTO OSCAR'S FACE. HE HAS BEEN DESCRIBED AS A FARMER WHO WAS UNABLE TO BREATHE OR EAT ON HIS OWN AFTER ACCIDENTALLY SHOOTING HIMSELF IN THE FACE FIVE YEARS AGO.

=====07/27/10

=====MN-ENGLISH ONLY ORDINANCE APPROVED (23 sec)

ENGLISH IS NOW THE OFFICIAL LANGUAGE OF A MINNEAPOLIS SUBURB. THE DECISION WAS MADE BY THE LINO LAKES CITY COUNCIL WITH A VOTE OF FOUR TO ONE IN FAVOR OF THE ORDINANCE. UNDER THE PROPOSAL, CITY MATERIALS CAN'T BE PRINTED IN OTHER

LANGUAGES AND CITY MEETINGS CAN'T BE TRANSLATED INTO OTHER LANGUAGES.
OPPONENTS OF THE ORDINANCE SAY IT'LL HURT THE SUBURB IN ATTRACTING COMPANIES
AND SKILLED WORKERS.

=====07/28/10